

C.R.C. Newsletter

COLLEGE RADIO CORPORATION

May 16, 1955

It's EXAM TIME around the country, and the end of the 1954-1955 broadcast year for most college radio stations is only a few days or weeks away. At the end of the year, there are matters which **MUST** be finished up. In this Newsletter, you will learn just what you have yet to do to complete the business for your radio station. Please check each paragraph carefully!!! Unfinished business means certain cancellation for next year, and it means you will be required to give attention to it during your vacation.

MAY AFFIDAVITS: the forms accompany this Newsletter if our records show you are winding up anytime prior to May 23.

The forms will be mailed on May 23 if you wind up between then and the end of the month. These are the stations whose affidavits will be mailed on May 23: WABS, KYBS, WPMC, WVBU, KARL, WNTC, KDGU, KXLU, WMUC, WTRS, WCBH, WMSU, KDUP, WRRB, WRIU, WOFM, KBIL, WCSR, WECS, KSMU, KZSU, WSRN, WRTI, WRTC, KTCU, WVU, WETN, WMS.

The forms for all other stations will be mailed on May 27.

It is your responsibility to submit affidavits. Check this schedule, and be sure you will be able to get your affidavits returned before you leave - and before June 10.

If Your Affidavits Are With This Newsletter: Submit as soon after the last day of broadcasting as possible. Show clearly that, beginning a certain day, your station is off the air for Summer Recess.

If they come later, the same rules apply - and you have less time before the June 10 deadline. **BUT DO NOT** include June broadcasts on May affidavits!!!

And if the mailing schedule date for your affidavits is not going to be soon enough, tell College Radio Corporation at once, giving the requested date.

JUNE AFFIDAVITS: Unless otherwise requested, they will be mailed with the June 1 Newsletter, about May 30. As with any affidavit, however, they may not be completed and returned in advance of broadcast completions. To be sure you get a set for June if you plan to broadcast any days in June, you should indicate the fact when you submit for May.

EIGHT STATIONS have not yet gotten their Spring Survey for Lucky Strike to us. The tabulation form is enclosed. Wires have been sent, special letters have been sent, and some have been called. Their negligence, or apparent negligence, is jeopardizing not only their own chances for renewal, but seriously off-setting the good work of the other stations.

COLUMBIA RECORD PLAN: Stations having the service must make arrangements to have the records properly stored as they arrive during the Summer. Likewise, your accounting office should be prepared to remit the next quarterly payment while you are gone. It will be due on July 1. As you know, the service was ordered for the period April 1 - December 31, inclusive, and the first payment covered the period April 1 - June 30, inclusive.

Stations desiring to have the service start on July 1 should ask College Radio Corporation for application forms. The form will be submitted to CRC in June, and must be accompanied by a check for the first quarter of service. As you may remember, you may order either the Popular Service, the Masterworks Service, or both. All orders are for service until December 31, but payments are quarterly. The Popular Service offers 60 records per year for \$32; Masterworks offers 80 per year for \$48; ordering both brings the same totals for the records, but costs only \$60. All shipments are monthly, and all but the first 20 of the Masterworks are new releases chosen by Columbia. The first 20 of the Masterworks are chosen by you. Orders for less than the full year are pro-rated, both in cost and record totals.

We have asked for the comments of stations who are receiving the Columbia Records. Two stations reported receiving imperfect records; these have been returned for replacement. One highly favorable report has been received. The lack of reports of dis-satisfaction would lead CRC to believe most or all stations are pleased with the records received thus far.

TELEPHONE CALLS ON THE 20th, and after, made to stations not yet submitting the previous month's affidavits, are at the station's expense. There were more than usual on April 20th - and there are a few more affidavits still out for April. This means calls on May 20th - unless they hurry. Those stations will find reminders with this Newsletter.

Remember: Affidavits Received by CRC after the 10th are L A T E !!

"DREAM DATE" STATIONS are urged to get the special promotional report form back to CRC at once. The sponsor may be considered a potential participant in College Radio next year - but he must be shown evidence of the power of your station and the ability of your staff!

REYNOLDS TOBACCO account stations should note the new instruction on the May affidavit: report any "make-good spots" right on the May affidavit. Several stations requested time permissions for make-goods last month, were given permission to do the make-goods, and then did not report doing them! The sponsor is only aggravated by such displays of un-businesslike behavior.

Be SURE to do all the spots called for in your Time Order!

CAREER HOUR stations are reminded they have contracted to do 26 announcements for each participating sponsor. Totals made good through March 31 have been sent to you. Be SURE you will make good the necessary 26. Do extras as needed - but no more than one per night for any one company.

The penalty for failure to live up to your contract is loss of standing in the eyes of CRC - and this necessarily means loss of opportunity for future advertising revenue that will go to more reliable stations.